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**FOR IMMEDIATE RELEASE**

**CHARLOTTESVILLE TO HOST THE  
VIRGINIA GREEN TRAVEL CONFERENCE & TRAVEL STAR AWARDS**

The fourth edition of this annual event will be held at the  
UVA Darden School of Business Conference Center

**Charlottesville, VA (February 1, 2017)** – The Charlottesville Albemarle Convention & Visitors Bureau encourages organizations across the state of Virginia to register for the fourth annual Virginia Green Travel Conference & Green Travel Star Award event, which will be held February 16 & 17, 2017 at the University of Virginia Darden School of Business Conference Center. Registration can be made online at [www.VirginiaGreenTravelAlliance.org](http://www.VirginiaGreenTravelAlliance.org).

Organized by the Virginia Green Travel Alliance, the Virginia Green Travel Conference aims to educate and encourage businesses to adopt sustainable and environmentally-friendly practices with its two-day event, which features a Green Tourism Expo as well as practical workshops for tourism-related organizations wishing to market themselves as environmentally-friendly. Special guest speakers will include First Lady of Virginia Dorothy McAuliffe.

The Virginia Green Travel Alliance supports and expands the marketing and outreach efforts of the Virginia Green program, the state's voluntary program created to encourage green practices in the state's tourism industry. More than 1,600 tourism businesses and organizations have already self-certified their environmental commitments with the Virginia Green program, making it the #1 state-based green tourism program in the country. It is important to note that many organizations will only do business with green-certified businesses. In Charlottesville and Albemarle County, there are currently over fifty Virginia Green-certified businesses; they include hotels, restaurants, and attractions. A list of those businesses can be found at [www.VisitCharlottesville.org/VirginiaGreen](http://www.VisitCharlottesville.org/VirginiaGreen).

**About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB):**

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](http://www.visitcharlottesville.org) and [Albemarle County](http://www.visitcharlottesville.org), Virginia, through [www.visitcharlottesville.org](http://www.visitcharlottesville.org), the CACVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB's mission is "to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets." CACVB operates the [Downtown Visitor Center \(610 E Main St\)](http://www.visitcharlottesville.org) which is open daily from 9 a.m. to 5 p.m., and a second visitor center, the [Albemarle Tourism and Adventure Center](http://www.visitcharlottesville.org) in downtown Crozet ([5791 Three Notch'd Rd](http://www.visitcharlottesville.org)) at the historic train depot; it is open Wednesday - Saturday 10:00 a.m. - 5:00 p.m. and Sunday Noon - 5:00 p.m. The CACVB also provides a touch-screen kiosk at Monticello's Thomas Jefferson Visitor Center. The official website of the CACVB is [www.visitcharlottesville.org](http://www.visitcharlottesville.org). In addition, the organization manages powerful social media channels; ExperienceCharlottesville on Facebook, @VisitCVille on Twitter, CVilleVA on Pinterest, and @CharlottesvilleVA on Instagram and Vimeo.